



APPLICATION FOR CONTRACT FOR SERVICE

Applicant Information

Organization:	Gunnison Council for the Arts (Gunnison Arts Center)	
Representative:	Carlie Kenton – Director of Operations	
Mailing Address:	102 S Main St.	Gunnison
	Street	City
Phone Number:	970.641.4029	E-Mail: carlie@gunnisonartscenter.org

New Application:	<input type="checkbox"/>	Renewal Application:	<input checked="" type="checkbox"/>	Amount Requested: \$25,000
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Proposal Information

Event or Service: Cultural Arts Programming and Facility	
Date of Event: N/A	Number of years funded by the City: 15+ years

Year:	Funding received from the City	# of participants from the City and County	# of participants from outside the County	Total # of participants
2015 ¹	\$19,100	15,500	3,700	combined x Actual x Estimated
2014 ¹	\$16,500	15,500	3,700	combined x Actual x Estimated
2013 ¹	\$15,000	12,500	3,200	combined x Actual x Estimated
2012 ¹	\$15,000	12,500	3,200	combined x Actual x Estimated

¹ Only required for applicants seeking funding renewal

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Objectives for coming year²

Objective 1:	In alignment with the City of Gunnison’s Master Plan, Policy 5 under “Encourage Education, Arts and Literacy” the Gunnison Arts Center will continue to develop diverse and high quality visual and performing arts programming to be offered year round. Programming includes arts education for all ages, gallery exhibits, community theater, film, poetry and concert events
Objective 2:	In alignment with the City of Gunnison’s Master Plan, Policy 5.1 under “Encourage Education, Arts and Literacy” the Gunnison Arts Center will offer community oriented programming that encourages participation by as many community members as possible. Utilizing programs such as the GAC Scholarship program and by implementing diverse and targeted programming as well as marketing tools, the GAC will increase community participation, especially in underserved demographics, by December 31st, 2016.
Objective 3:	In alignment with the City of Gunnison’s Master Plan, Policy 6.1 under Economics, the Gunnison Arts Center will continue to increase the economic prosperity of the Gunnison valley by encouraging and enhancing the cultural experience of residents and visitors alike. By offering entertaining evening events, the Gunnison Arts Center will promote and drive downtown activity throughout the year. As a result of collaboration with resort and tourist businesses and organizations, the Gunnison Arts Center will strive to enhance the experience of visitors to the valley in order to encourage their return in subsequent years as well as promote positive word of mouth advertising outside the valley. Additionally, by improving the quality of talent performing at the Sundays @ 6 events in Legion Park, the Gunnison Arts Center will create excitement and draw for music lovers outside the valley to visit Gunnison.

² An objective is an expected, verifiable outcome. It is not an activity.

Previous Year's Objectives

Objective ³	Assessment
<p>Objective 1: In alignment with the City of Gunnison’s Master Plan, Policy 5 under “Encourage Education, Arts and Literacy” the Gunnison Arts Center will continue to develop diverse and high quality visual and performing arts programming to be offered year round. Programming includes arts education for all ages, gallery exhibits, community theater, and musical events. Using the newly remodeled upper floor of the building, the Gunnison Arts Center is implementing programming including an increase in the number and variety of programs offered as well as the reintroduction of educational offerings such as dance and music.</p>	<p style="text-align: center;"> <input checked="" type="checkbox"/> Fully Met <input type="checkbox"/> Partly Met <input type="checkbox"/> Not Met </p>
<p>Comments: Having more than tripled the opportunities offered for community members and visitors to experience the arts from around 90 in 2012 to over 280 in 2015, the Gunnison Arts Center has continued to add opportunities. From January 1st, 2015 to December 31st, 2015 the GAC will have offered over 280 opportunities for community members and visitors to experience the arts including:</p> <ul style="list-style-type: none"> • 10 community theater productions with 43 performances, • 12 film screenings, • 19 concerts, • 24 unique gallery exhibits with 12 ArtWalk events, • 21 Paint Your Own Pottery opportunities, • 12 literary arts gatherings and 3 poetry performances, • 18 “AND” Series events as well as 124 classes in arts education including clay, visual arts, digital arts, music, dance and performing arts. <p>Some highlights of our new art offerings are the Headwaters Poetry Festival, the Gunnison Valley Youth Fiddlers program, collaborations with Western to offer classes and gallery exhibits, and the Murder Mystery event.</p>	

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Objective 2: In alignment with the City of Gunnison’s Master Plan, Policy 5.1 under “Encourage Education, Arts and Literacy” the Gunnison Arts Center will offer community oriented programming that encourages participation by as many community members as possible. As a result of the focus groups conducted in 2012 the Gunnison Arts Center has recognized the need to address the diversity of participants in GAC programs. Having developed a survey tool to identify underserved demographics in our community the organization will begin collecting data with the intent to double participation in these demographics by December 31st, 2016.

Fully Met
 Partly Met
 Not Met

Comments: Recognizing the need to diversify program participants in order to engage as many community members as possible, the Gunnison Arts Center has developed a variety of survey tools to gather data on the current types of participants. Using sources including the GAC Board of Directors and Advisory Council as well as program participants, event attendees, and community demographics, the data being collected will reflect such information as age, gender, ethnicity, level of participation, areas of interest, economic impact as well expose the demographics not participating. The data collected will be used to implement targeted programming and marketing tools with the intent of doubling participation in the underserved demographics by December 31st, 2016.

Objective 3: In alignment with the City of Gunnison’s Master Plan, Policy 6.1 under Economics, the Gunnison Arts Center will continue to increase the economic prosperity of the Gunnison valley by encouraging and enhancing the cultural experience of residents and visitors alike. By offering entertaining evening events, the Gunnison Arts Center will promote and drive downtown activity throughout the year. As a result of collaboration with resort and tourist businesses and organizations, the Gunnison Arts Center will strive to enhance the experience of visitors to the valley in order to encourage their return in subsequent years as well as promote positive word of mouth advertising outside the valley. Additionally, by improving the quality of talent performing at the Sundays @ 6 events in Legion Park, the Gunnison Arts Center will create excitement and draw for music lovers outside the valley to visit Gunnison.

Fully Met
 Partly Met
 Not Met

Comments: In order to enhance the cultural experiences of residents and visitors, the Gunnison Arts Center has added to the diversity of music presented at the Free Summer Concert Series in Legion Park and in the Courtyard at the GAC. The free summer concerts and downtown ArtWalks continue to draw crowds of as many as 300 community members and visitors. As a member of the Arts Alliance the GAC has collaborated with a dynamic coalition of nonprofit visual and performing arts organizations, promoting and advancing the arts to enrich, educate, and enhance the quality of life from Mt. Crested Butte to Gunnison. In partnership with the Crested Butte Film Festival, the Gunnison Arts Center now presents a monthly film series featuring a powerful line up of diverse and inspiring films including audience favorites and new independent cinematic masterpieces. The GAC has also collaborated with various resorts catering to summer visitors to target marketing and program offerings to these visitors.

Summarize each objective in one or two sentences.

Projected impact

Describe any major changes to the project/service for this year.

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Why do you think the event/service still deserves continued funding through the program?

A community with the arts is a vibrant, healthy, and dynamic community and the arts play a vital role in the social and economic life of the Gunnison Valley. By building community identity and pride, the arts contribute to positive community norms such as diversity, tolerance and free expression. Each person possesses an inner artist. For this reason, the arts must be accessible to everyone. At the Gunnison Arts Center each person can explore inspiration, discover enrichment, become a participant, and be entertained in a place that is accepting, welcoming and full of tradition.

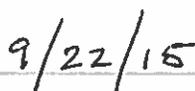
The arts help connect the people to one another, to their environment, and to the world in general. At the Gunnison Arts Center people come together who might not otherwise come into contact with each other. Direct involvement in the GAC builds interpersonal ties, improves individuals' sense of belonging, and promotes volunteering, all of which improve individual health. Participation in the arts, such as the classes and workshops, community theater, and open Gallery exhibits offered at the GAC, increases individuals' opportunities for self-expression and enjoyment, builds sense of individual efficacy and self-esteem, and improves creative skills and abilities. The arts stimulate playful curiosity, serve as a catalyst to view situations from new perspectives, and provide an impetus for innovative ideas. Studies show the presence of community arts and arts organizations, such as the Gunnison Arts Center, grows the propensity of community members to participate in the arts, increases attractiveness of the area to tourists, business, people and investments, and fosters a creative milieu that spurs economic growth in creative industries. Patrons attending events and viewing gallery exhibits at the Gunnison Arts Center spend money at other local business, dining out, acquiring lodging, and purchasing souvenirs.

The American for the Arts Study, Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Gunnison, found nonprofit arts and culture event attendees spent an average of \$16.85 per person (excluding the cost of admission) and audience spending totaled \$179,257 (excluding the cost of admission) during the 2010 fiscal year. Further, local spending by the Gunnison Arts Center and other patronized businesses, on materials and services, has an indirect multiplier effect on the local economy.

The Gunnison Arts Center encourages and promotes the arts and culture of Gunnison. The investment from the City of Gunnison is invaluable to the budget of the Gunnison Arts Center and allows the organization to continue to enhance the community culturally and economically. Through arts education, visual arts exhibits, literary programs, and performing arts events the Gunnison Arts Center strives to include community members and visitors of all ages, interests and abilities thus enhancing the lives and experiences of all participants.

I hereby attest that the information provided in this application is accurate as of the date of submission.

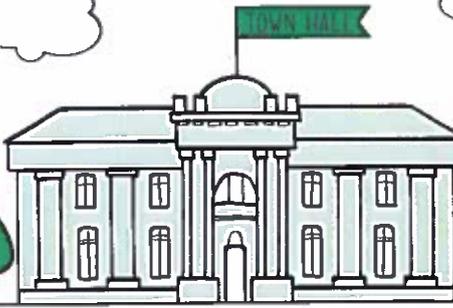

Signature


Date

YOUR SUPPORT MAKES AN IMPACT.

STRONG LOCAL ARTS AND CULTURE ORGANIZATIONS BUILD STRONG COMMUNITIES.

78% of leisure travelers include arts and culture activities in their trips.
AND THEY STAY LONGER AND SPEND MORE MONEY THAN OTHER TOURISTS!



\$6.9 Million
in economic activity is
GENERATED ANNUALLY BY
arts and culture organizations
in Gunnison County.

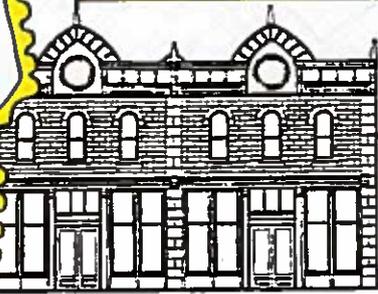
Visitors to arts and culture organizations spend nearly
\$25 PER PERSON
- BEYOND THE COST OF ADMISSION -
at local businesses.



Over
19,000

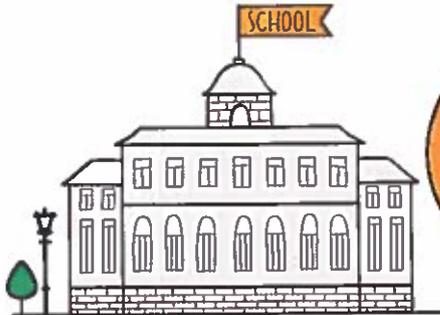
participants enjoy
Gunnison Arts Center
programs annually.

GUNNISON ARTS CENTER



GAC offers over 280 opportunities for participants to experience the arts including community theater productions, films, concerts, unique gallery exhibits, literary arts gatherings, as well as classes in arts education.

SCHOOL



Gunnison Arts Center spends
\$35,000
EACH YEAR ON EDUCATIONAL ACTIVITIES,
awards **\$1,500** in tuition assistance,
and welcomes over
350 youth
to visual and performing
arts classes annually.



A higher concentration of arts and culture organizations leads to...

✓ **HIGHER**
CIVIC ENGAGEMENT

✓ **LOWER**
POVERTY RATES

✓ **MORE**
SOCIAL COHESION

✓ **HIGHER**
CHILD WELFARE

The Gunnison Arts Center, a nonprofit organization, cultivates and promotes the arts in the community by unleashing creativity, connecting people, and enriching cultural horizons.

As a vibrant and sustainable community-based arts organization, the Gunnison Arts Center contributes to the wholeness of our community by cultivating participation in the arts through an inclusive, integrated, and creative approach to the arts.

SOURCES:

10 Reasons to Support the Arts by Americans for the Arts
Museum Facts by American Alliance of Museums

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